

Keep California Beautiful Month 2003 and the Great American Cleanup

Have you signed up to help during Keep California Beautiful Month?

Join your neighbors and friends!

Keep California Beautiful needs your help in cleaning up California! Participate in the largest cleanup and beautification event in the state during March, April and May 2003.



What is Keep California Beautiful Month 2003?

Keep California Beautiful, in concert with the Great American Cleanup, sponsors hundreds of cleanup, recycling, and beautification projects throughout the state.

The projects are designed to cleanup our state, public lands, and neighborhoods. We need your help to take part in a community cleanup in your neighborhood.

Who is Keep California Beautiful?

Spearheaded by California's First Lady, Mrs. Sharon Davis, Keep California Beautiful (KCB) is a nonprofit environmental organization dedicated to encouraging grassroots responsibility for the environment. KCB believes individuals can make a difference in their own community. KCB will provide the necessary resources (bags, gloves, volunteer incentives, etc) to volunteers, community groups, and organizations willing to roll up their sleeves and become involved in community cleanup, recycling, and beautification projects.

Who can participate?

Anyone! Adults, kids, civic groups, high school and college students, girl and boy scouts, community organizations all can help collect trash and recyclables from parks, vacant lots, streets, trails, roadways, recreational areas, beaches or lagoons. You can even plant a tree or garden in honor of Keep California Beautiful Month! Keep California Beautiful will assist in helping publicize and promote your event, provide resources, trash and recycling bags, volunteer rewards, and more!

How do I get involved?

Identify a location in your community that needs help, or contact KCB to find out about projects already scheduled for your area. KCB can be reached at 1-800-CLEAN CA, or www.keepcaliforniabeautiful.com. KCB will send you a sign-up form, to be filled out and faxed back to 858-505-9940.

Please post this notice at your place of business, school, library, girls and boys clubs, college or university and encourage your friends and neighbors to pitch in and help Keep California Beautiful!

Thanks to our sponsors: American Plastics Council, McDonald's, Northrop Grumman, Orange Plastics, US Bureau of Reclamation, The Walt Disney Company, Pepsi, Wrigley's Chewing Gum, Gain, Yard-Man, Danone International Brands, Lysol, Film Guard, Ruffies, Home Depot, Firestone and TV Guide.



April is Keep California Beautiful Month and the



2003 GREAT AMERICAN CLEANUP™ APPLICATION FORM & EVENT GRID

1. Please carefully complete this Application Form AND attached Event Grid
2. Briefly explain planned events during March, April and May:

Type of Event: _____

Estimated # of Participants: _____

Estimated # of Bags Needed: _____

Estimated # of Gloves Needed: _____

Please X if you would like to receive: Flower seeds____; Drop Cloths (for paint projects)____;
Mulch film(for planting gardens) ____; Posters & Banners____ OR

NO THANK YOU _____ I DO NOT want to receive FREE in-kind material.

3. Send to:

Keep California Beautiful
3914 Murphy Canyon Road
Suite A-218
San Diego, CA 92123
858-505-9936

Or Fax: 858-505-9940

Contact Name: _____ Title: _____

Organization Name: _____

Street Address:(no P.O. Box Please) _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ FAX _____

Email: _____ Website: _____

4. Estimated Total Number of Communities participating in your Great American Cleanup: _____

Note: We are defining "community" (per our review of Webster's dictionary) as people living in a particular district (neighborhood, parish or community) city or county have the common interest in, and being impacted by, the Great America Cleanup. (To determine your total number of communities, please remember to count each city or town within a county and also count the county.)

Please return By April 1, 2003

2003 Great American Cleanup™ - Event Grid

Organization Name _____ State _____ Contact Name _____ Phone _____

Please fill in (print/type) what you can at this time in the spaces below

Event(s) Type *(Suggestions are below)	Date(s) (Approximate, if necessary)	What could attract local media to this event? (Using bullets, please describe what might interest your local media)	What photo opportunities can you plan? (Please plan to take photos/video to send with your Wrap-Up Report. Please try to take a "before, during & after" photo)	Which VIPs could you include? (Please be sure to list anyone well known in the community who may attend i.e. elected officials, TV anchors, etc.)

*Event Type Suggestions:

Litter/Debris Cleanup	Clothes Collection	Reduce/Reuse/Recycle	Youth/Community Education	Graffiti Paint Out
Tree/Shrub Planting	Flower/Bulb Planting	Tire Amnesty/Tire Recycling/ Battery Recycling	Community Improvement/Beautification	Park/Playground/Recreation Area (Cleanup, Construction or Renewal)
Park/Misc. Construction	Painting Projects	River/Lake/Seashore Cleanup	Underwater Cleanup	Litter-Free Event
Special Promotion	Parade/Tour	Street/Road/Highway Cleanup	Dump Site Removal	Other

Please mail or fax this Event Grid with your Application